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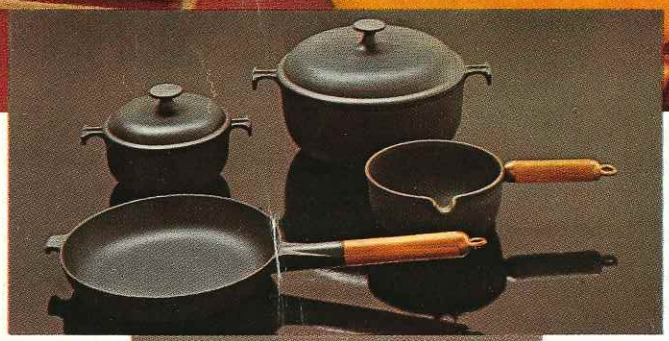
Our Newest Heirloom.



Le Creuset is a French tradition—many of our pots and pans lasting through four generations of everyday cooking and clean up. So when we designed our new complete line of Le Creuset contemporary «mama» cookware we changed the shape but kept the tradition.

We kept the elegance we had brought to cast-iron pots and pans by giving them teak handles and lots of colors—spice brown, sunflower yellow, cedar green, black satin—so they could move gracefully from stove to table. We kept the durability with vitreous enamel surfaces that withstand heat, spatulas and detergents.

But best of all we kept them cooking like no other pots and pans you've used before. Le Creuset absorbs, distributes and retains heat better to give you more control in your cooking. So fragile sauces won't scorch, bacon fries in unison, meat roasts evenly. You conserve gas and electricity, too.

So although the shape of our Le Creuset contemporary is a change, it will last for generations just like our traditional design.

And you can begin to save for posterity now with this specially priced 6 piece contemporary design starter set:

A 5-quart round oven and 10″ fry pan with a cover that fits both, a 1-quart saucepan and 1½-quart round oven with a cover that fits both and a delightful little cookbook. Regularly $125.75. Now $79.95. (In all 4 colors.)

And in case your granddaughter might like an 8¼″ x 6¾″ oval dish, it's on sale at $12.95. Regularly $17.95.

For the retailer nearest you who carries Le Creuset traditional and contemporary designs and for a free cookbook of French recipes write: Schiller and Asmus, Inc., Dept. 00, 1525 Merchandise Mart, Chicago, Illinois 60654.

LE CREUSET

Les pots and pans de France.

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The largest advertising campaign in the history of Le Creuset introduces its new contemporary «mama» line.

Schiller & Asmus is introducing your customer to the exciting line of Le Creuset contemporary pots and pans with the largest advertising campaign Le Creuset has ever undertaken. Ads, like the one on the reverse side, will appear in leading national magazines like *McCall's, Ladies' Home Journal, Sunset, Southern Living, New West, Modern Bride, New Yorker* and *Gourmet.*

The specially priced starter set and oval dish we're offering will further serve to generate excitement and that means increased sales, better profits for you.

Schiller & Asmus, Inc., exclusive importer of Le Creuset, believes selling you the best imported cookware isn't enough. We help you market that cookware with advertising and promotion. And we back up our sales with long markup, stock balancing, fast delivery and freight allowance. So when we sell you Le Creuset's new contemporary line, you're buying a complete merchandising package—a package tailored to meet your program and goals, a package that means solid profits for you.

Cook up something big in imported gourmet kitchenware. Write for our Schiller & Asmus catalog and a complete catalog sheet of the exciting Le Creuset contemporary cookware. Schiller & Asmus, Inc. 1525 Merchandise Mart, Chicago, Illinois 60654. Or phone: (312) 644-7747.

JULY 11, 1977

Supplement to
HFD Retailing Home
Furnishings

Look for us in booths 5101, 5102, 5302. The Housewares Show. McCormick Place, Chicago.